

**African American**  
Quit Line Data Summary  
July 1 - December 31, 2004

|  | <b>African Amer.</b> | <b>State</b>     |
|--|----------------------|------------------|
| <b>Number of Calls to Quit Line</b>                      | <b>N = 250</b>       | <b>N = 6,751</b> |
| <b>Percent of Statewide Calls</b>                        | 5.0%                 | 100.0%           |
| <b>Percent of State Population in County<sup>1</sup></b> | 3.2%                 | 100.0%           |

  

|  | <b>African Am. %</b> | <b>State %</b>   |
|--|----------------------|------------------|
| <b>Gender</b>                              | <b>N = 249</b>       | <b>N = 5,935</b> |
| Female                                     | 63.1%                | 64.9%            |
| Male                                       | 36.9%                | 35.1%            |
| <b>Race/Ethnicity</b>                      | <b>N = 250</b>       | <b>N = 4,951</b> |
| African American                           | 100.0%               | 5.0%             |
| <b>Age</b>                                 | <b>N = 248</b>       | <b>N = 5,562</b> |
| Less than 18 years old                     | 2.8%                 | 1.6%             |
| 18 - 24 years old                          | 11.7%                | 14.2%            |
| 25 - 34 years old                          | 23.8%                | 23.3%            |
| 35 - 44 years old                          | 34.3%                | 26.2%            |
| 45 years and older                         | 27.4%                | 34.8%            |
| <b>Education</b>                           | <b>N = 242</b>       | <b>N = 5,242</b> |
| Did not graduate high school               | 16.9%                | 21.0%            |
| High school graduate                       | 36.8%                | 34.9%            |
| Some college/vocational school             | 36.4%                | 33.4%            |
| College graduate                           | 9.9%                 | 10.6%            |
| <b>Caller Type</b>                         | <b>N = 249</b>       | <b>N = 6,213</b> |
| General Information                        | 2.4%                 | 9.9%             |
| Health care provider                       | 0.4%                 | 4.3%             |
| Tobacco user                               | 97.2%                | 85.8%            |
| <b>Payer Type</b>                          | <b>N = 187</b>       | <b>N = 4,135</b> |
| Insured                                    | 35.3%                | 35.4%            |
| Uninsured                                  | 28.9%                | 27.8%            |
| Medicaid                                   | 35.8%                | 36.8%            |
| <b>Heard About</b>                         | <b>N = 208</b>       | <b>N = 4,820</b> |
| Past caller                                | 15.4%                | 17.0%            |
| Employer/worksites                         | 1.9%                 | 1.0%             |
| Health care provider                       | 24.5%                | 30.2%            |
| Television                                 | 10.1%                | 9.1%             |
| Outdoor advertisement (billboard/bus/wall) | 2.4%                 | 2.4%             |
| Targeted mailing                           | 0.5%                 | 0.1%             |
| Great Start                                | 0.0%                 | 0.1%             |
| Radio                                      | 0.5%                 | 1.3%             |
| Newspaper/Magazine                         | 0.0%                 | 1.4%             |
| Brochure/Newsletter                        | 6.7%                 | 6.1%             |
| Family or friend                           | 27.9%                | 25.8%            |
| Health Department                          | 9.1%                 | 4.9%             |
| School                                     | 1.0%                 | 0.7%             |